CHAPTER V
CONCLUSION

The Social Network (2010) is a documentary-style biographical film that portrays the early development of Facebook, based on real-life events and characters such as Mark Zuckerberg, Eduardo Saverin, and Sean Parker. Although dramatized for cinematic effect, the film reflects the social, cultural, and technological changes that occurred in American society during the 2000s. This film is not only about the creation of a social media platform but also about how social connections and digital influence shape identity, relationships, and power. Through this lens, the story becomes a rich example of how social capital works in real-life situations.

Based on the analysis which is done in Chapter IV, the influence of social capital on characters' identity is significantly portrayed through their relationships and social interactions. Mark Zuckerberg, Eduardo Saverin, and Sean Parker each construct their identity by relying on different forms of social capital. Mark, for instance, combines his technical ability with Eduardo's financial capital and Sean's industry network. These characters reflect different types of social capital: bonding, bridging, and linking. The interaction among these types becomes the foundation for understanding how identity is shaped not just by individual traits but also by the networks that surround and support them.

Furthermore, social reputation and validation are shown to be powerful forces that shape Mark's character. His motivation is not merely driven by technological innovation, but also by the need to be seen, recognized, and validated

by others. The desire to gain respect and status pushes Mark to adopt behaviors that prioritize success and recognition, even at the cost of friendship and trust. This reveals how identity in the film is not only shaped internally, but also constructed through the gaze and approval of society.

Lastly, Mark Zuckerberg's self-perception evolves along with the expansion of his social connections. In the early stages, his interactions reflect insecurity and the need for acknowledgment. As Facebook grows, his connections to investors, tech figures, and business elites elevate his confidence, but also distance him from authentic relationships. The development of Facebook becomes a symbol of his transformation, where self-worth becomes tied to success and influence. His social environment especially the validation from those in power gradually shapes how he sees himself. It can be concluded that social capital plays a crucial role not only in shaping interpersonal relationships but also in forming self-perception in the digital age.

In conclusion, *The Social Network* highlights how social capital plays a crucial role in achieving success, shaping identity, and navigating power structures in the digital age. The film reflects a broader reality in modern American society, where technology and social media have transformed how people connect, present themselves, and gain influence. Through both its narrative and real-world context, the film reveals that behind innovation and entrepreneurship lies a deep dependence on social connections. Therefore, success is not only a matter of intelligence or creativity but also of who you know, how you are perceived, and how you use your social capital.

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